



ACCJ Leadership Forum – 12 March 2014

Coming Attractions, Headline Stats, Highlights

COMMERCE-RELATED EMBASSY VISITORS AND COMING ACTIVITIES

- March 14 [U.S. Housing Seminar, Osaka](#)
- March 16-18 [Seafood Expo & Seafood Processing North America, Boston](#)
- March 24-27 [Filmart - USDOC-Certified Trade Show, Hong Kong](#)
- April 3-5 [Seoul Seafood Show, Seoul](#)
- April 5-9 [IPW \(U.S. Travel Association\), Chicago](#)
- April 7-8 [Asia-Pacific Business Outlook Conference, USC, Los Angeles](#)
- April 23-24 [USDOC Bureau of Industry & Security Export Control Seminar, Tokyo](#)
- May 19-23 [SelectUSA Roadshow, Tokyo, Nagoya and Osaka](#)
- May 22 New Orleans Association Conference (electric power sector), Tokyo
- June 11, 13 [SelectUSA Medical Device Seminars, Tokyo and Osaka](#)
- June 17-18 USDOC/PhRMA Vaccine Policy Exchange V, Tokyo

HEADLINE NEWS: Positive news for USDOC's International Trade Administration, CS Japan's parent agency: FY14 budget included \$21 million for overseas staffing and a separate \$7 million for SelectUSA, the government-wide FDI attraction program. This week, President Obama released his FY 2015 budget request that reflects USDOC's key economic and scientific role by investing in long-term growth and competitiveness. The budget prioritizes high-tech manufacturing and innovation, U.S. trade and investment, infrastructure, skills training, unleashing government data and gathering and acting on environmental intelligence, while cutting red tape. Also proposed is a name change to the International Trade *and Investment* Administration. Acting Under-Secretary Ken Hyatt noted, "[a]dding 'investment' to our name more accurately reflects the realities of doing business in the global economy and what many of us already do. As we work to help support and create jobs in the United States through trade and investment, we must also make sure our clients and stakeholders fully understand and embrace the full scope of our efforts." Both funding and name change for programs like SelectUSA, reinforce ITA's important mission and acknowledge our globally competitive economy.

RECENT HIGHLIGHTS FROM COMMERCIAL SERVICE JAPAN

CS Tokyo/Osaka Host SelectUSA Executive Director, Launch Enhanced Program; Mar 3-5: SelectUSA Executive Director Thummalapally witnessed a \$1.5 billion real estate investment signing on his first international trip since the October announcement of SelectUSA enhancements. He also joined Japan's Revitalization Minister Amari and Ambassador Kennedy to launch the enhanced program in Japan and laud four "showcase" investments before media and a crowd of 140 at the Residence, including a dozen companies and EDOs that flew in expressly for the signature event. A testimonial by Japan's first SelectUSA client, a bilingual brochure, multi-media display, media outreach, and Micron Technology's sponsorship, embodying a firm that "selects" investments in BOTH the United States and Japan, rounded out the successful event.

CS Japan Pioneers a Series of “Firsts” at CTF World Smart Energy Week; Feb. 24-28: CS Japan enjoyed a series of firsts at World Smart Energy Week 2014 (WSEW). This USDOC-certified Trade Fair included 75 U.S. companies throughout several thematic halls. It saw the first visit to a U.S. Pavilion by Ambassador Kennedy; CS Japan’s first Show Time program with 28 counseling sessions, including our first inclusion of an American Institute in Taiwan Specialist; the first deployment of a HQ colleague to address market barriers; CS Japan’s first use of online matchmaking, our first pre-show briefing and industry training for U.S. firms and CS professionals; CS Japan’s first coordinated “blitz” to visit and counsel all U.S. exhibitors within this 2,000 exhibitor show, and an Embassy reception. Ambassador Kennedy’s remarks at the opening focused attention on the U.S. footprint. And this was our most successful WSEW-- to the tune of 16 projected export successes.

CS Japan Brings the Emerald City to Tokyo; Feb. 27-28: CS Tokyo worked hand-in-glove with the Trade Development Alliance of Greater Seattle to ensure success for their Leadership mission to Japan. We arranged an action-packed schedule including a Women-in-Business roundtable, a country team briefing, a reception hosted by the Deputy Chief of Mission, a call on the Trade Ministry and a visit to Toyota City in Nagoya.

Natural, Sustainable U.S. Seafood Showcased in Sendai; Feb 27: CS Tokyo assisted the Alaska Seafood Marketing Institute (ASMI) in a Tohoku outreach luncheon event for over 100 consumers with the help of a local grocers organization. Commercial Officer Stephen Anderson gave remarks while NOAA Fisheries Specialist “Tom” Asakawa conducted outreach to hard-hit Tohoku coastal areas on a three-day trip.

CS Osaka-Kobe Brings SelectUSA to Southern Japan; Feb. 21: In collaboration with the U.S. Consulate in Fukuoka, CS Osaka-Kobe organized a U.S. investment seminar on the southern island of Kyushu. The event featured presentations from Mississippi, Arkansas, Iowa, Virginia, Missouri and Montana while eight other U.S. regions shared promotional materials. Consulate Fukuoka opened, CS Osaka-Kobe provided a SelectUSA overview, JETRO described recent foreign investment trends from Japan and the Consulate’s visa section explained the U.S. investment visa process. More than 30 participants joined the seminar.

Digging Deep for Tourism Gems in Tokyo; Feb. 19-26: During a week-long series of afternoon events, CS Japan worked with Brand USA and the Japan Association of Travel Agents (JATA) to organize a series of six U.S. “deep-detailed” theme-oriented tourism seminars for Japanese travel companies and media. The seminar themes included American Entertainment, American Mother Nature, American Arts, American Sports, America Drive and American Food & Wine. CS Japan invited FAS/ATO Specialist Tommy Aoki as a keynote speaker at the American Food & Wine tourism seminar. Commercial Specialist Tamami Honda coordinated with organizers, and a total of 170 Japanese travel trade professionals attended the seminars.

CS Tokyo Holds Fukushima Recovery Forum to Good Effect; Feb. 18-19: “This has been by far the most positive and high potential event I have ever attended.” CS Tokyo received high kudos for its work across agency lines with DOE and State Department colleagues to bring 26 U.S. technology firms to Japan to offer nuclear clean-up solutions during the “Japan-U.S. Decommissioning and Remediation Fukushima Recovery Forum”. Principal Deputy Assistant Secretary John Andersen joined U.S. Ambassador Kennedy, NRC Commissioner Apostolakis, and DOE Assistant Secretary Lyons in showing high-level U.S. Government support for U.S. industry. The highlight of the event came when U.S. firms were able to sit down across the table to Japanese industry players via 40 exclusive networking meetings organized by CS Tokyo.